



Montana Tribal Tourism Alliance

5-Year Plan



In five years, MTTA will have achieved....

GROWTH

- ✦ Excellent, sustained working relationship with Tribes, State, Region
- ✦ Continued relationship with Travel MT
- ✦ Strong MTTA Membership
- ✦ Financial Stability through diversified
- ✦ Organizational growth to include more staff, new Board Members & new Membership

GROWTH IN TRIBAL TOURISM INFRASTRUCTURE

- ✦ Tourism Departments on all Reservations
- ✦ Strong community support for MTTA
- ✦ Expanded Tribal Tourism Employment
- ✦ Tourism Associate Degree at Tribal Colleges in MT
- ✦ Partnerships with Tribal Colleges for Tourism Training
- ✦ Training for Tribal Individuals in Tourism Skills

CONTINUALLY ENHANCED PRODUCT

- ✦ Improvement of recreational resources on each reservation
- ✦ Native American Packaged Tours (Variety of Adventures)
- ✦ Establish Scenic Byways on the Reservations
- ✦ Native American Speakers Bureau
- ✦ Assemble Tribal Encampment

ANNUAL NATIVE AMERICAN PROMOTIONAL EFFORTS

- ✦ Development of Promotional DVD for MT Seven Reservations
- ✦ Indian Country Travel Planner – Listing of Available Packaged Tours

In five years, MTTA will have addressed our challenges....

NEGLECTED/OUTDATED ORGANIZATIONAL STRUCTURE

- ✦ Neglected Board Commitment
- ✦ Neglected MTTA Membership Drive
- ✦ Infrequent communication between MTTA Board Members
- ✦ Reactive rather than proactive
- ✦ Limited Resources: people, dollars, office space
- ✦ Limited Staff to Fundraise
- ✦ Stagnant Organizational Structure

LIMITED INVOLVEMENT BY TRIBAL LEADERS

- ✦ Inconsistent Tribal Support
- ✦ Disorganized Tribal Involvement
- ✦ Tourism Industry has limited awareness of MTTA
- ✦ Missing Tribal Reps on Alliance

FRAGMENTED TOURISM INFRASTRUCTURE ON THE REZ

- ✦ Few Hotels
- ✦ Few Restaurants
- ✦ Few Public Restrooms
- ✦ Undeveloped Campgrounds
- ✦ Fragmented and Undeveloped Recreational Parks
- ✦ Underdeveloped tourism product
- ✦ Divide between tourism product on reservations and what Market wants

MISCONCEPTIONS OF MT RESERVATIONS TODAY

- ✦ Preconceived conceptions/misconceptions of Reservation Life
- ✦ Reservations communities perceived as not viable tourism destinations
- ✦ Limited knowledge of Indian people by non-Indian people
- ✦ Assess Market's perception of Montana Tribes

In five years, these practical actions will have moved us forward....

UPDATED ORGANIZATIONAL STRUCTURE

- ✦ Establish Working Committees
- ✦ Develop Roles and Responsibilities for Board Membership
- ✦ Add Tribal Individuals in private sector to MTTA Board (1 from each Tribe)
- ✦ Develop 2006 MTTA Business Plan
- ✦ Re-assess By-Laws of MTTA
- ✦ Update MTTA Coordinator Job Description

DEVELOP TOURISM STRUCTURES ON MONTANA RESERVATIONS

- ✦ Update MTTA website to promote only MT Reservation Tourism Product & Encampments
- ✦ Visitor's Etiquette Brochure
- ✦ Find tourism and recreation gaps for each reservation in Montana
- ✦ Complete assessment for product on each reservation
- ✦ Define tourism from a "tribal" perspective
- ✦ Work with MT/WY Tribal Leaders Council
- ✦ Host a Tribal Leaders Forum on Tribal Tourism Development
- ✦ Develop MT Tribal Tourism Toolkit for Tribal Governments
- ✦ Network with Tribes nationally for tribal tourism education
- ✦ Update Tribal Councils on MTTA accomplishments and ask for Input to MTTA Business Plan
- ✦ MTTA Board Members set up tourism workshops with MTTA Coordinator on each reservation via the Tribal Colleges
- ✦ Establishment of Tourism Email/Snail Mail network to alert people on Tourism opportunities to include funding resources for Tribes to build Tourism Infrastructure

COMPREHENSIVE MARKETING PLAN

- ✦ Do Market Research
- ✦ Develop relationships with Media
- ✦ Host a FAM Tour
- ✦ Public interest stories (series) to market to newspapers, magazines and newsletters
- ✦ Take MTTA presentation to Tourism Industry Regions

